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Almond Board Promotion in Guangzhou

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Report Highlights:

Almond Board of California held a snack promotion in Guangzhou despite SARS.

Includes PSD changes: No
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Unscheduled Report
Guangzhou [CH3], CH

Almond Board of California held promotion in Guangzhou despite SARS

Almond Board of California held snack promotion in Guangzhou despite SARS on May 9 - 11, 2003, in conjunction with Mother's Day celebration. The theme of the promotion was to foster an image of nutritious and healthy snack for California almonds, and to persuade consumers that selecting California almonds as gifts is a considerate act. In the 3 day period, about 10,000 sets of gifts were distributed to the visitors, showing Guangzhou residents' continuing interest in visiting shopping malls, SARS notwithstanding.

On the Opening Day, the Almond Board of California erected a 5 sq meters booth at the China Plaza in which was highlighted advertisement of California almonds, the nutritional value of almond, and the snack promotion. The Almond Board was promoting the slogan "a gift for people with good fortune" ("Song Gei Xinfu de Ren" in Chinese pinyin). Considering the growing popularity of Mother's Day, this snack promotion reinterpreted the slogan as "a gift for mothers with good fortune", and attracted people to buy California almonds as a gift for mothers on Mother's Day.

At the promotion, consumers received a set of gifts including a pack of almond samples (12 whole kernels/pack), and a California Almond Mother's Day greeting card to send to their mothers. Many of them wrote greetings for mailing to their mothers. The Almond Board of California paid the postage and mailed the greeting cards for the consumers. Kids received a balloon from the promotion. A notebook computer showing the website of the Almond Board of California was on the counter and allowed people to view different webpages. Nutritional information cards on almonds were available for consumers to take home.

Ketchum Newscan organized the snack promotion. Four promotional girls in Almond Board T-shirts were present to give out information, including where to buy California almonds in Guangzhou. Various brands of California almonds are available in local supermarkets.

Despite SARS outbreak in Guangzhou, most Guangzhou citizens seem to lead their life as normal and do not mind going to shopping malls on weekends.

The Almond Board plans to have a similar snack promotion on the Valentine's Day, next year.